



*As I taught the final class session of the Change Management course in early May, I was reminded of the recent changes at SBNM. We recently announced two new undergraduate programs starting Fall, 2013—one is a new major in Nonprofit Management and the second is a new concentration in Sports Management. You can read more about each program in this newsletter.*

*What I will mention just briefly is the process behind the changes. Both changes came initially as a spark of an idea that emerged and grew over several years. The nonprofit major concept was an opportunity suggested by Christa Diefenbach in a strategy discussion at a School retreat in the fall of 2008. It lingered on the chart for some time until we finally decided to create a task force to explore it further. We were given the resources to do a survey of potential students and discovered that our idea “had legs”.*

*The second program in Sports Management actually started during a conversation I had many years ago with Dr. John Hjelm, Professor of Exercise Science at North Park. We occasionally commute to campus together and somehow we started to talk about the concept of a program to link our two areas of study. That germ of an idea stuck with me for a long time until in the last four years others around me started to bring up similar ideas. Finally, John Born, Associate Director of Athletics and Head Soccer Coach, helped to frame and develop the concept into a real plan. Again, our survey showed that the program would meet the needs of potential students. And we were off and running.*

*Do you have ideas for change to share? Let's keep in touch!*

Wesley E. Lindahl, Ph.D.  
 Dean



## Change is the Law of Life

By: Katherine Acles

The only constant is change. Many of us have heard this well-known saying from time to time. And, we may have used the expression ourselves. But, do we really grasp the full reality of this truth?

Here in the School of Business and Nonprofit Management, we understand and embrace the phenomenon of ever-present change.

Every year, there are changes in our student population as some students graduate and new students arrive. Our faculty members routinely refresh and modify courses in order to keep up with industry changes and new research findings. And, we are also acutely aware of the need to continually evolve our program in order to remain relevant.

However, this past year was marked by an unusually high degree of change for SBNM, and the upcoming academic year will hold still more major changes for us.

We see this time period as a pivotal one and we embrace the various changes as part of the law of life.

### 2013/14 PROGRAM CHANGES

Beginning with the 2013/14 academic year, SBNM will introduce a new business concentration, as well as a new undergraduate major. A Sports Management concentration will be added to the Business and Economics (BSE) major. Sports management is a rapidly growing discipline, and there is a lot of excitement within academia regarding sports management. Prospective students have been expressing strong interest in this discipline for several years, and current students are excited about pursuing this concentration.

John Born—currently Associate Athletic Director/Head Mens Soccer Coach—will transition to the SBNM faculty and teach courses in this new sports management concentration. The addition of the sports management concentration brings the number of BSE concentration options up to seven. BSE students will be able

*“For time and the world do not stand still. Change is the law of life. And those who look only to the past or the present are certain to miss the future.”*

John F. Kennedy

to choose from accounting, economics, finance, international business, management, marketing and sports management. SBNM is also adding a new major in Nonprofit Management (NONP). We will be offering options for a bachelor of science degree (BS) and a bachelor of arts degree (BA) in Nonprofit Management. This means that SBNM will now offer three different undergraduate majors: Business and Economics (with 7 different concentration options as noted above), Advertising, and Nonprofit Management.

*“It is change, continuing change, inevitable change, that is the dominant factor in society today.”*

Isaac Asimov

The bachelor of science program in NONP requires 52 semester hours in nonprofit management courses. Students

who opt for the bachelor of arts program will take 40 semester hours in nonprofit management and other relevant courses, and could combine the program with another major. Christa Beall Diefenbach, a member of SBNM's part-time teaching faculty and Axelson Center associate director, elaborates on the benefits of this new major. “Bachelor of science students will also complete requirements for the Nonprofit Leadership Alliance ([www.nonprofitleadershipalliance.org](http://www.nonprofitleadershipalliance.org)) certificate. Every student who graduates with this certificate will be a Certified Nonprofit

*continued on page 2*

Professional (CNP), which makes students more competitive when they start their career searches. Bachelor of science students will also participate in the University's Nonprofit Leadership Club and attend one Alliance Management Institute, an annual nonprofit management educational symposium."

### GRADUATE PROGRAM SCHEDULING CHANGES

The aforementioned program changes pertain to the undergraduate program, and will begin with the 2013/14 academic year. But there was also a program scheduling change initiated for the SBNM graduate program during this past academic year. While the undergrad program follows the university-wide calendar, SBNM manages scheduling for the graduate program. In response to student interest, this summer, for the first time, the SBNM offered two consecutive summer quads for graduate course study. Historically, SBNM had only offered one summer quad. This posed a problem for students who wanted to take more courses during the summer months, often to satisfy financial aid requirements. Students frequently noted this issue in annual survey responses, so in response we made the decision to add a second summer quad. Therefore, instead of having just one summer quad, we now have a Summer Quad A and a Summer Quad B. Since the University uses the summer months to perform necessary maintenance and major renovations when needed, classroom access can often be interrupted during the summer, especially during the July and August months. So, only online courses are offered during the new Summer Quad B.

The student response to having a 2nd summer quad has been overwhelming. Nearly every scheduled course filled to capacity. And, not only were courses overflowing in the Summer Quad B, Summer Quad A experienced a significant increase in registrations as well. It appears that having this second summer quad, enabled more students to satisfy financial aid requirements. . . And this significantly increased enrollments for both summer quads.

### NU LAMBDA MU NONPROFIT HONOR SOCIETY

SBNM is a member of the Nonprofit Academic Centers Council (NACC), which is an association comprised of academic centers or programs at accredited colleges and universities that focus on the study of nonprofit organizations, voluntarism and/or philanthropy. Recently, NACC established an international honor society, Nu Lambda Mu, to recognize students dedicated to the study of nonprofit management, philanthropy, and social entrepreneurship/enterprise. Its mission is to advance the study of nonprofit organizations and to promote scholarly achievement among those who engage in these academic pursuits.

In order to become a member of Nu Lambda Mu the student must:

- Be a current graduate student or possess a graduate degree or certificate from a NACC-affiliated program
- Have completed a minimum of 50% of their required degree-

program coursework, or all required coursework for a graduate certificate

- Hold a minimum 3.7 GPA

In May, the SBNM was proud to name its first group of Nu Lambda Mu inductees. Eleven SBNM graduate students were inducted. Dr. Pier Rogers, the faculty sponsor, states, "We are thrilled to be able to formally recognize the academic accomplishments of our first group of Nu Lambda Mu inductees. It is so important to recognize the hard work and dedication of our nonprofit students. These students recognize how critical it is for nonprofit organizations to have access to effective, well-trained leaders, and they work tirelessly to prepare themselves for such roles. The Nu Lambda Mu honor society is one way we now have to acknowledge the great work of these students."

For more information on NACC and Nu Lambda Mu see [www.nonprofit-academic-centers-council.org](http://www.nonprofit-academic-centers-council.org).

### PERSONNEL CHANGES

This past academic year the winds of change blew in the personnel area as well. The Axelson Center welcomed two new team members.

*"Education is the most powerful weapon which you can use to change the world."*

Nelson Mandela

Jessica Bouboulis joined the Center part-time as Program Associate in August of 2012. Jessica is responsible for the Center's internal data systems and website presence. Also, Crystal Williams joined the staff as Program Manager in April. She is the point person for the Axelson Center workshop programs and CEO BootCamp. For a complete introduction to Jessica and Crystal, see the separate article on page 4 of this newsletter.

Additionally, we are especially excited to announce the promotion of four of our faculty members. Drs. Gianfranco Farruggia, Ann Ownby Hicks, Catherine Marsh, and Alvin Kamienski, were formally appointed to the position of full Professor at the close of this academic year. See the separate article on page 3 for more information on this grand accomplishment. Our heartfelt congratulations go out this distinguished group of scholars!

In addition, two SBNM faculty members announced retirements this year. Prof. Robert Hirsch will retire in August and Prof. John Bonie will retire in December. Bob and John were formally recognized for their years of service to North Park at an employee gathering on May 14.

We thank Profs. Hirsch and Bonie for their service to North Park and SBNM and wish them all the best in their retirement. For more information on their service here in SBNM, see the separate article on page 4.

### LOOKING AHEAD

So, there you have it. Changes abound recently for SBNM. But, we embrace this period of change, for we know that change is necessary in order for us to stay relevant and to continue to prepare our students for lives of significance and service. ■

*"To improve is to change; to be perfect is to change often."*

Winston Churchill

*"If we don't change, we don't grow. If we don't grow, we aren't really living."*

Gail Sheehy

## Kamienski Wins Hawkinson Award

By Mari Lamp

Each May, one North Park Faculty member is chosen as the recipient of the Zenos Hawkinson Award in Teaching Excellence and Campus Leadership. The winner is nominated by current students, staff, and faculty, and chosen by past winners of the award. The award honors an outstanding faculty member who has engaged the North Park community through student mentoring, pioneering instructional methodology, and creative course development.



This year SBNM was proud to see Professor Alvin Kamienski win the Hawkinson Award. Prof. Kamienski, or Prof. Al as he's known to his students, has become well-beloved throughout his 10 years teaching courses in finance and strategic management. He is a lively, engaging teacher with a passion for seeing students follow-through with their goals and succeed. During his remarks, Dean Peterson spoke of Prof. Al as someone who has become the face of North Park. "He's an individual who does not shirk his responsibilities," Peterson said.

When asked about how he engages his students creatively, Prof. Al said "My teaching style is a combination of high-energy, splashed with comedy, sprinkled with real-world and personal stories which are focused on holistic problem-solving. This ranges from technology skills, such as Excel modeling, to giving engaging presentations and networking within the rich environment of Chicago's urban context." Prof. Al will now join the ranks of past Hawkinson winners and campus leaders. So what exactly defines a leader? "Leaders paint a vision of what success looks like," says Prof Al. ■

## Faculty Accomplishments

By Chiku Jallah Clement

We are extremely proud to announce that Drs. Gianfranco Farruggia, Ann Ownby Hicks, Alvin Kamienski, and Catherine Marsh, have been promoted to full professor. Dr. Kamienski, now professor of finance, and Dr. Marsh, now professor of business and nonprofit management, were also granted tenure by North Park University's Board of Trustees at the close of the 2012/2013 academic year. Dr. Hicks, now professor of accounting and Dr. Farruggia, now professor of nonprofit management, were previously granted tenure, in 2008 and 2009 respectively. All four esteemed professors are now full and tenured professors of North Park University! We extend hearty congratulations to them on achieving this prestigious honor.

Dr. Marsh joined the faculty at North Park as an adjunct instructor in 1999, and then transitioned to full-time faculty in 2001. In the Fall of 2001, North Park welcomed Dr. Hicks. A year later, in the Fall of 2002, the University welcomed Drs. Farruggia and Kamienski. Dr. Farruggia began his career at North Park as an adjunct instructor, and received his full-time faculty appointment in the Fall of 2003.

When asked how she felt upon learning of her recent accomplishments, Dr. Marsh stated that being promoted to full professor and receiving tenure is the realization of a dream - long in the making. "Although all of this is coming to fruition when I'm at the age when many of my friends and colleagues are retiring, I have a new lease on my career and have no plans for retirement!" said Marsh. Dr. Far-

ruggia noted that his promotion to full professor made him feel as though he has finally reached the pinnacle of his academic profession, and "this revelation prompted me to fall to my knees to thank God for His many blessings."

Dr. Kamienski voiced his sentiments about being granted tenure and promotion. "The achievement of tenure and promotion is the culmination of a 17 year journey. I feel humbled and blessed to know that God, my students, colleagues, and the Board of Trustees have deemed me worthy of serving the balance of my career at North Park." Dr. Hicks voiced her enthusiasm and excitement about being promoted to professor, and declared that she looks forward to many more years of serving our students and contributing to the community life of North Park.

Please join us in congratulating Drs. Farruggia, Hicks, Kamienski, and Marsh! ■

## We'll Miss You, Jimmie

By Katherine Acles

On December 18, 2012, our dear friend Jimmie Alford passed from this life to eternal reward.

Alford, a North Park alumnus, was founder and chair of the Alford Group, and he was executive-in-residence for SBNM. Jimmie, who was well-known throughout the nonprofit sector, was a dynamic instructor, teaching graduate nonprofit courses and workshops for SBNM and the Axelson Center. The Alford Group, which he founded in 1979, has served more than 3,000 nonprofit clients since its creation. Jimmie was twice recognized by The Nonprofit Times as "one of the 50 most influential people in the nonprofit sector." And, in October, 2012, the Chicago Better Government Association presented Jimmie with its lifetime achievement award.

One of our current students, Jonathan Vanderbrug, had this to say about Jimmie:

*"I was extremely sad to learn that Prof. Alford passed away. I am a student in the Master of Nonprofit Administration program at North Park University's School of Business & Nonprofit Administration. I was fortunate to have been in Prof. Alford's "Nonprofit Law, Policy, and Government Relations" class, the last class he taught before he passed away.*

*Even though Prof. Alford had more than five decades of experience with nonprofit organizations, he never stayed in the past. He was always looking ahead - assessing and anticipating the future of the nonprofit sector - and challenging us to do the same. Having him as a professor meant you left every class more excited about the nonprofit sector than when you came in.*

*What's more, even though he and his company had assisted some of the most well-known nonprofit organizations in the country, Prof. Alford was always personable. He was more than personable, in fact - he was kind - and that made it easy to see why he loved nonprofits. He loved nonprofits because he loved the people they serve. He will be greatly missed by his students, by the entire North Park community, and nonprofits across the country."*

Jimmie's presence will be sorely missed. But, SBNM and the Axelson Center will continue to carry on and honor his memory by continuing, in Jimmie's words, "to do good." ■



## SBNM Student Wins Fulbright Award

By Ann Hicks

During the May 2013 graduation ceremony, I had the pleasure of formally recognizing Tim Harold Ahlberg as a 2013 recipient of the Fulbright Award, and I cannot think of anyone who is more deserving of this honor than Tim. Tim came to North Park already prepared to live a life of significance and service. During his four years here, he has played a significant role in all aspects of college life—From athletics where Tim played goalie on the Men's soccer team, served as Captain of the team and achieved conference recognition for both athletic and academic performance, to academia where Tim has achieved summa cum laude status with a major in Business and Economics with a concentration in accounting and a minor in Spanish. Additionally, recognizing that education is not limited to the classroom, he augmented his coursework with a summer internship in Peoria, IL with the Fortune 30 company – Caterpillar, Inc., and a semester of study in Mexico. He has served the University community through his role as CLASS senator, and this past year as CLASS president, and has served the broader community through volunteer work with organizations such as Friday Night Homeless Ministries.

Now he starts the next chapter of his life by travelling to Thailand with Global Ministries. Upon his return, he will begin a summer internship with the prestigious Big 4 accounting firm, PriceWaterhouseCoopers. And then, in September — although the details are not available yet — he will head to Mexico to work under a Fulbright bi-national business grant. On behalf of the faculty and staff of SBNM, I extend hearty congratulations to Tim and wish him all the best in his future endeavors. ■

## Warm Welcome

**Jessica Bouboulis** joined the Axelson Center as Program Associate in August of 2012. She supports the Center's staff and is responsible for Axelson's internal data systems and website presence. She had recently been a grant developer for the Chicago Housing Authority, researching and developing state and federal grant proposals for public housing communities, buildings, and clients. In 2008 she completed her MA in Social Justice at Loyola University's Institute of Pastoral Studies and her internship with the Chicago Anti-Hunger Federation, where she coordinated the Westside Providers Network, a coalition of over 80 social service agencies, universities, government programs, and churches working to provide basic human needs and networking to address the causes of poverty and injustice. She has a BA in English from Gettysburg College.



**Crystal Williams** is the newest member of the Axelson Center team, joining the staff as Program Manager in April. Crystal has more than six years of development experience and specializes in events



management. Her first nonprofit experience was early in life as a Girl Scout. She most recently worked at Horizons for Youth, where she had been the Development Associate since 2010. Crystal is a current grad student in our very own MNA program. She is the point person for the Axelson Center's workshop programs, and BootCamp in particular, as well as sharing in many other areas of responsibility. Crystal holds a BA in Communications Arts & Sciences and Sociology from Dominican University.

We are excited to have Jessica and Crystal join our team!

## New Book

One of SBNM's adjunct professors, **Deena Marie Carr**, has published a book entitled, "The Carr Guide to Personal Wealth: A Comprehensive Plan for Bible-Based Financial Management." Marie, who is currently a partner with PriceWaterhouseCoopers, teaches graduate economics courses here in SBNM. Our congratulations to Marie.



## SBNM Facebook Page

This Fall, in partnership with University Media Services, we have launched a new Facebook page specifically for The School of Business and Nonprofit Management! The page can be found at [www.facebook.com/NPUSBNM](http://www.facebook.com/NPUSBNM). Facebook can be a great way for a disparate group of individuals, like our undergraduates, graduate students, and alumni, to have a common meeting ground. We regularly post pictures of SBNM events, important student information, and items of general interest to the community. We also include as many resources as possible, such as job and internship opportunities, interesting articles, and on-campus events. We hope this foray into social media will be a community-building tool, and invite everyone to participate!

## Happy Retirement Wishes

As noted in our feature article, two SBNM faculty members will be retiring this year. **Bob Hirsch**, has taught a variety of management courses since joining the department in 2005, including Principles of Management and Leadership, Ethical Leadership, Change Management, Business Communication, and others. Bob came to North Park from a career in senior-level association management. Prior to that, he was on faculty at Arizona State University for ten years. Among other opportunities, Bob plans to spend additional time with his family, including his three



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grandchildren. He has served on several faculty committees, most recently as a member of the University Senate. He has been highly engaged in service to the university.

**John Bonie** will be retiring in December.

John's teaching career included assignments at Northern Illinois University and Aurora University prior to joining North Park. He began with SBNM as an adjunct and joined the faculty full-time in 1999. He has taught Operations, Production, Business Statistics, Finance and Accounting. John loves numbers and has helped students incorporate data into their business decision-making process. And, his great sense of humor always keeps students on their toes.

John is known as a real "team player". He has also been a faithful caregiver to his wife, Kathy, following her stroke several years ago. He is someone we

all look up to as willing to sacrifice for the benefit of others.

We congratulate Bob and John, and wish them well. Keep in touch!



## Breakfast Series

The North Park Breakfast Series is held twice each year. This past April, the Breakfast Series speaker was **Renee (Johnson) Borkowski**, vice president of strategic marketing for Razorfish, a global digital marketing agency.

Renee is a 1990 North Park graduate in physics and marketing. She is also a member of the North Park Board of Trustees. She has over 20 years of marketing experience, having worked with numerous well-known brands.

There were over 80 people in attendance at the University Club of Chicago as Renee discussed "Marketing Transformation in the Post-Digital Era." She presented a brief history of the digital marketing landscape and discussed the evolving toolset available for marketers. Renee noted that one of the biggest challenges for marketers today is staying connected with the consumer. She discussed a few notable characteristics of current consumers. Baby Boomers are embracing Facebook in large volume. And, eighty five percent of those watching TV also have a 2nd device operating at the same time, while many even have a 3rd device on hand. So, brands cannot focus on only one communication channel, it is imperative to consider the entire landscape and social media is a major part of the landscape now. She noted that Oreo's actions during the most recent Super Bowl are a good illustration the way marketers need to think. Oreo seized the opportunity to capture consumers' attention by tweeting during the Super Bowl power blackout. But, she also gave illustrations of some brands who didn't execute well on their attempt to use twitter for real-time communication. Some companies ended up creating public relations nightmares for themselves. So, Renee cautioned that, while real-time communication can be a powerful tool, care must be taken.

Renee also shared several examples of digital campaigns that her company helped to create and showed video clips which illustrated

some new technologies which are on the horizon.

Renee's presentation was packed with relevant information, giving those who wanted to understand current marketing trends much to absorb.

The next installment in the Breakfast Series will be in October. Stay tuned for more information during the months leading up to the event.

## Student Success Story

From time to time, we like to share our student success stories. **John Callahan** received an offer from Allstate as a Financial Analyst immediately upon graduating this past May with his Bachelors of Science degree in Business and Economics. This represents a significant milestone for this high-performing nontraditional undergrad. Prior to enrolling, John worked full time in a call center for an electric company. John says his motivation for attending North Park was, "I reached a point when I knew I would not be able to improve my professional situation without furthering my education" and chose North Park because of "the intimate atmosphere with professors." Congratulations John on this outstanding career accomplishment!

## Alumni Career Updates

### Sally Bianca Berkhia (MBA, 2012)

Less than three months after graduation, Sally started working for Heartland Alliance as Associate Director-Individual Giving. Sally enthusiastically refers to this position as her "dream job." Congratulations Sally!

### India Alexis Ehioba (MNA, 2012)

India, who is Executive Director of the Million Dollar Round Table Foundation, has recently earned the Certified Association Executive (CAE) credential. The CAE is the highest professional credential in the association industry, less than five percent of all association professionals have earned the CAE. Way to go, India!

### Mike Nevergall (MNA, 2013)

Just prior to graduation, Mike accepted the position of Associate Vice President of Development with Lutheran Social Services of the South. He has relocated to Austin, Texas. Hats off to you, Mike!

### Andrew O'Donnell (MBA, 2009)

Andrew recently transitioned to a new position. He is a Senior Delivery Experience Specialist with Tesla Motors. All the best to you, Andrew!

# Meet the faculty—Dr. Catherine Marsh



## Prior to teaching, what did you do and how did you successfully transition from previous roles into the world of academia?

When I was young, I had absolutely no idea what I wanted to do. There were not many career options for women at the time. When I graduated from high school in 1966, I thought that I wanted to be an airline stewardess, which required at least 2 years of college. I got accepted into the University of California and subsequently decided to complete all 4 years, instead of simply completing 2 years. I received my degree in History and spent a year in grad school to become an elementary school teacher. I began teaching at a school in Louisville, KY, and I was certainly not prepared for the poverty and inner city school issues after student teaching in Santa Barbara. And, I discovered that I had no patience for teaching children.

Following my brief career as a teacher, I worked in community development for several years. I moved to Japan and worked for a while with the “the Burakumin” – Japan’s untouchables. And, to support my family while living in the world’s most expensive city, I got a second job as an employee relations person at Burmah Oil, which was later acquired by BP. This was my introduction to the corporate world.

A little later on, I relocated to Australia and worked for a while doing community development with the Australian Aborigines. When I returned to the United States, I began doing human resource related work with a start-up high-tech information company. As the company grew, so did I! I worked my way up to manager, then director and finally to vice president of human resources. I was doing this while working on my MBA at North Park. Once I completed my degree, Ken Schaeffe, Director of Individual Recruitment in Graduate Admissions, and Don Cassiday, former Director of Operations at SBNM, encouraged me to become an adjunct faculty member. I had discovered a love for adult education, so while working in my consulting company, I began serving as an adjunct instructor at North Park. Two years later, in 2001, I became a full-time faculty member at SBNM.

## What do you enjoy most about teaching?

I enjoy teaching at the graduate level because I can identify with the graduate students, as I was once a graduate student here myself. Many of our students are trying to accomplish new things in their lives for various reasons, and I can definitely relate to that. I find that our students have many different motivations for learning, and that the sharing of student stories can help make a difference in each other’s lives. Years after students have graduated, I often hear back that they are happy about the transitional role that North Park has played in their lives, and I’m glad that I have been a part of that.

## You teach the SBNM 5990 Change Management class. Is this a class that you’d recommend for all students, regardless of program?

Absolutely! If we’re not growing, we’re dying, which is something that good leaders understand. Managing and controlling the status quo can be necessary, but can also be deadly. If you are not equipped to constantly renew your environment and yourself, you can fall into a death trap.

The Change Management class teaches students how to anticipate and lead change, rather than simply reacting to change. It begins

to give students a framework for analyzing their current environment and to understand the potential downfall of continuing on the current path, as well as a framework for finding opportunities to leverage transformational change. While the outcome is never guaranteed, it is a risk worth taking. The Change Management class provides an opportunity for students to look up over the rut in which they may find themselves to see new ways of thinking and operating, as well as to understand and utilize practices that will continue to help them develop awareness of their environment.

## How do you keep the content of your courses up to date in an ever changing world?

The students bring the content and I provide the framework for thinking and analysis. They bring in current events from the real world, and they are analyzing and looking at what they would do as leaders. I ask them to apply the theories and frameworks to their workplaces. Although the course curriculum has remained consistent, current events that provide the course context continually change. The core text for the course, written by Peter Senge, remains a business classic; although his material has been around and been used for quite a while, it is not stagnant.

As instructors, we have to listen to feedback from our students. For example, students provide feedback on textbooks sometimes, and in some of my courses, students provide feedback on movies that we use to analyze certain frameworks. I always take their suggestions and feedback into consideration when updating curriculum.

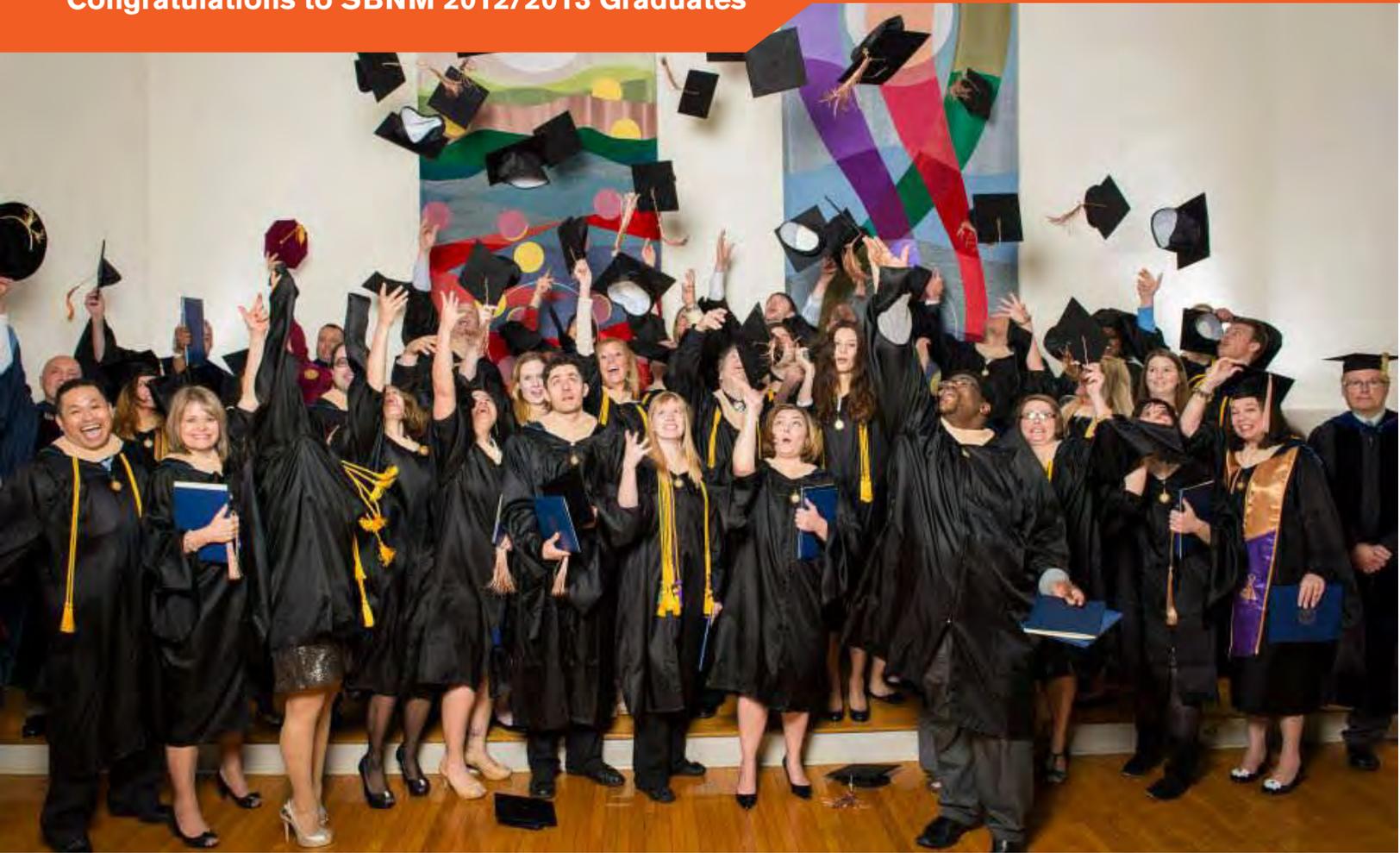
## How do you think that institutions of higher education, as a whole, go about keeping relevant? Do you think that academia does a good job?

We don’t have a choice. We absolutely have to do a good job or we will go out of business. In business, I think that it is easier for us to let go and move on than it is with the traditional arts and sciences. The market is incredibly competitive and parents want their children to be able to leave school, get jobs and start careers. We need to be able to get the students in and out. But they must have skills that the job market sees as valuable, so they will be able to pay off their debt later. I think every institution of higher education is challenged to see what skills students need in the workplace and figure out how to help students learn those skills so that they are immediately applicable to the workplace.

## How do you like it here at North Park?

I love teaching at North Park! I received my doctorate degree in 2008, was awarded tenure and promotion this year, and now I need a new goal. I need something that will motivate me to do more. If you listen to your students, they will make you move, and they won’t allow you to simply get comfortable. I have worked at North Park longer than I have ever worked anywhere else in my life. My major concern is getting too comfortable and not finding goals that will help me continue

*continues on page 7*



*[Click here to go to SBNM website for complete list of 2012/13 graduates.](#)*

### **Meet the faculty—Dr. Catherine Marsh** *continued from page 6*

to change. Before receiving my MBA, I never imagined that I would go into the field of higher education. I enjoy the academic freedom that I have at North Park, and it has been liberating.

#### **What advice do you typically give your students in regards to them dealing with change in the workplace?**

I'm not really one to give advice. I try to let my students figure things out for themselves. What I do provide are various frameworks for analysis. I prefer that students realize things for themselves because I feel it's more significant than if someone tells you. It provides them an opportunity to think and listen to themselves. Allyson Dickie, in the Office of Distance Learning, informed me when I first began teaching online that "You're not the sage on the stage. You're the guide on the side", and this was really helpful.

#### **You served as the faculty senate president during the 2012/2013 academic year. That must have been a huge change, as well as a challenge for you. How did you handle that challenge?**

It was quite a growth experience for me. It allowed me to utilize my skills in team building, conflict management, and change manage-

ment. Sometimes I had no idea what I was doing, but I think that everyone in a leadership position at some point has to acknowledge this. I will continue to serve on the senate for 2 more years, until my term is up, just not as the senate president. I feel that I contributed by building an ethic of strong collaboration between faculty and administration during my time as president.

#### **What do you enjoy doing during your leisure time?**

I enjoy traveling . . . with a purpose. I truly enjoyed teaching in China last summer, and I would love to teach in Russia one day. I am curious about the differences in cultures and what brings us together. My daughter lives in Ireland, so traveling to Europe is still high on the list.

I love the city of Chicago and the uniqueness of all the neighborhoods and restaurants. This may have something to do with all my years in community development. I really enjoy live theater and film, and I enjoy using film in teaching. I enjoy reading, but often get side-tracked into reading for work. When I retire, I will enjoy reading novels again. I love my neighborhood, Evanston, because I can walk everywhere and I love getting to know my neighbors.

This summer, I will be taking a long road trip, which I am looking forward to. I will be travelling to Kentucky to see an old friend, and then continuing on to Arkansas to see my brother and his wife. I don't normally go solo on road trips, so this will be an adventure. ■

# Another Great Conference: University's Axelson Center Symposium Draws Record Numbers

By Christa Beall Diefenbach

Nonprofit leaders and volunteers from throughout Chicago and the Midwest joined the 14th Annual Axelson Center Symposium for Nonprofit Professionals and Volunteers on June 3-4, 2013, to learn



how to engage and motivate key stakeholders in their organizations. The sold out event attracted nearly 570 attendees and took place at the Holiday Inn Chicago Mart Plaza.

"From all measures, the 14th annual Symposium was a tremendous success," said Dr. Pier C. Rogers, director of the Axelson Center for Nonprofit Management. "The event has grown to become the largest nonprofit management conference in the Midwest. It is the premier opportunity for nonprofit professionals to network and connect to critical resources." The symposium drew a cross-section of



Wes Lindahl (right) presents plaque to Maree Bullock, widow of Jimmie Alford.

nonprofit leaders from large and small organizations, and people planning nonprofit careers. Attending his fourth Axelson Symposium, José Segarra, manager for government and external relations, American Board of Medical Specialties, Chicago, said he learned about a Web-based database

with information to help nonprofit organizations collaborate and expand their reach. "I always come out of these sessions with practical things I can apply in my job or pass on to somebody else. This gives me a chance to use these resources and apply what I'm learning,"

said Segarra, a 2012 North Park graduate with a master of nonprofit administration degree.

The Axelson Center presented awards to three nonprofit organizations that demonstrate exceptional managerial practices. The Alford-Axelson Award for Nonprofit Managerial Excellence was given to Between Friends and Concordia Place, both of Chicago. Winners were presented grants of \$7,500 each, sponsored by Fifth Third Bank.

The Axelson Center Excellent Emerging Nonprofit Organization Award was presented to Porchlight Counseling Services, Chicago. A capacity building package valued at \$25,000 was presented to the winner, along with a \$2,500 cash grant.

The Symposium also honored Jimmie R. Alford, LL.D., L.H.D., CFRE, of Chicago, for his 45 years of service to nonprofits. An Axelson Center founding advocate, executive-in-residence with the University's School of Business and Nonprofit Management and well-known U.S. nonprofit leader, Alford died unexpectedly at his Chicago home in December 2012.



"Jimmie was instrumental in the early days of the Axelson Center, and worked tirelessly to help lay the foundation for it to become the premier center in the Chicago region for nonprofit professional education," said Dr. Wesley E. Lindahl, SBNM professor and dean. Alford, a North Park alumnus, once served on the North Park University board of trustees and founded The Alford Group, a nonprofit consulting firm.

Six Chicago-area nonprofit leaders opened the symposium in "Founders Fired Up," discussing how they started their nonprofits, and their strategies for keeping their communities engaged. Shirley Sagawa, co-founder, Sagawa/Jospin Consulting Firm, closed the conference with a discussion on *The Charismatic Organization* (which is also the title of her recent book). ■

## SBNM Student Recognized as Volunteer of the Month by Local Nonprofit

By Gian Farruggia

New Moms Inc., a local nonprofit organization, featured an article on Lisette Gregorio in their April newsletter. Lisette, a current SBNM undergrad student, volunteered with the organization's social enterprise, Bright Endeavors, which provides hands-on career readiness skills to motivated women in their Academy of Professional Development program. Program participants make eco-friendly candles and bath products, which Bright Endeavors sells in order to fund programming and teach hands-on, transferable job skills. The newsletter article commends Lisette for her contributions to the program goals. It states:

*Our amazing volunteer, Lisette, offered her time, patience and attention to detail for three months to help Bright Endeavors achieve this*

*goal. "We are using a new, detailed accounting system to better track our inventory and business costs," said Bright Endeavors staff Dana Emanuel. "We needed to transition hundreds of invoices, inventory amounts, and important data from our old system to our new. Lisette faithfully updated our new accounting system to get the business running the way it should."*

*"One of New Moms' core values is Prudent Financial Management, and by ensuring our data was updated and accurate, Lisette helped make it possible for Bright Endeavors to stay true to this value." Thank you, Lisette, for giving so generously of your time and talent. You are an inspiration for the entire New Moms community!*

We commend Lisette for her generosity in sharing her time and talent with New Mom's Bright Endeavors. ■

# 2013 International Business Trip

From March 5 -16, 2013, a group of 11 North Park faculty, alumni, and students traveled to Buenos Aires, Argentina where they took in some culture, visited and talked with several business and nonprofit groups, and witnessed the surprise announcement of a new Pope from Argentina. ■



*From the top left clockwise: Enjoying dinner; Murky El Tigre river; Visit to a nonprofit organization; City sights; Balcony from which Eva Peron spoke; Tango night; On day 8 of the group's visit, the news came that the new Pope was from Argentina. This was the scene outside the Cathedral Metropolitana that day. Center: That day's headlines in the newspaper. See the SBNM Facebook page for more pictures!*

**STUDENT NAME****COMPANY/ORGANIZATION**

Elvin Ahmeti	American Building Group
Bennett Anderson	Edelheit & Edelheit ltd
Matthew Anderson	Starting Up Now
Jacob Aronsson	Valic Financial Advisors
Brenda Benson	WGN-TV
John Callahan	City of Evanston
Canmu Dennis	Starting Up Now
Sebastian Garcia	Var's Accounting and Tax Practice
Rebecca Glaubke	Women's Business Development Center
Jacob Gustafsson	Crosstown Real Estate Advisors
Lenne Harvill	North Park University
Ellie Hawkins	Sol Food Soap
Josh Hofstra	American Homeowner Presentation
Javier Jiminez	World Sport Chicago
Anna Kalas	ICM Properties Inc.
Afreen Khan	Novamed INC.
Taylor Kolmodin	Edelheit & Edelheit ltd
Fatima Kukswadia	Albany Park Community Center
Pablo Lee	Coffee Ambassadors
Oscar Lidheim	Starting Up Now
Filip Lindmark	Valic Financial Advisors
Christopher Link	GDHWD & E Berle Inc.
Tomislav Medved	Republican Party of Chicago
John Murray	Friendship Center
Shelby Peters	Edelheit & Edelheit ltd
Kimberly Reitzel	Sol Food Soap
Sally Saed	Covenant Trust Company
Trond E Sager	Country Financial
Gianna Scarsella	Imerman Angels
Johan Soderberg-Svensson	American Homeowner Preservation
Brian Tomuta	Chamlin INC.
Samuel Vera	The Executive's Club of Chicago
Lucas Wright	Axelson Center for Nonprofit Management
Nahrin Zoudo	Federal Reserve Bank of Chicago
Byambasuren Zulga	WGN-TV

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